



Climate Change: Gets Mo Na Ba?

**Mobilizing Science for Climate Change, Agriculture
& Food Security: Engaging the Philippine Regional Media**

Seminar- Workshop Report



**30 July – 01 August 2015
Legazpi City, Albay, Philippines**

**Prepared by the Climate Change, Agriculture & Food
Security Regional Program for Southeast Asia**



Seminar- Workshop Report

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Seminar- Workshop Report

Executive Summary

This report highlights the results of the conduct of the first of a series of four seminar – workshops on climate change, agriculture and food security for the Philippine regional media co-sponsored by the CCAFS Regional Program for Southeast Asia (CCAFS – SEA) in collaboration with the MVP Group of Companies (i.e., Metro Pacific Investments Corp., Philex Mining Corp. and Smart Communications), Philippine Agriculture Journalists, Inc. (PAJ) and the Department of Agriculture (DA). Held on 30 July-01 August 2015 in Legazpi, Albay, this was pursued with the Philippine Federation of Rural Broadcasters (PFRB), Philippine Network of Environmental Journalists (PNEJ) and Philippine Science Journalists, Inc. (PSciJourn) as partners. This initiative was an offshoot of the first inter-Center media seminar-workshop conducted by CCAFS-SEA in the Philippines on 14 –15 August 2014 in Los Baños, Laguna, Philippines.

We had a good turnout and active involvement of 78 participants (37 from the media, 16 from government offices and academe, 10 from PAJ and 15 resource persons from CCAFS-SEA, IRRI, ICRAF, DA and other national and local government agencies). The journalists came from print, broadcast (radio-TV) and web-based media outlets in the Bicol region. The two-day seminar- workshop aimed at enabling participants to: (1) appreciate and understand climate change, its meaning, including its concrete manifestations and science innovations for its mitigation and adaptation in the context of agriculture and food security; (2) communicate climate change through better written stories, coverages and commentaries; (3) write, publish and broadcast stories on climate change on a regular basis; (4) share stories with the Philippine Agricultural Journalists, Inc. (PAJ) for possible inclusion in the *PAJ News Service* and website; and (5) be active players in their respective Regional Disaster Risk Reduction Management Councils.

The seminar-workshop consisted of three panel discussion sessions, a story ideas marketplace and a field tour. The event was designed to provide ample time for dialogue and interaction among journalists and resource persons. The plenary sessions were on: (1) impacts of climate change on agriculture and food security; (2) regional issues on climate change and agriculture;

and (3) communicating climate change. The story ideas marketplace served as a venue for dialogue where possible stories were explored by journalists-participants and resource persons.

During the opening session, DA Undersecretary Segfredo Serrano pointed out that climate change is a game changer and that the priority of the DA is adaptation. Mitigation efforts may come later, since the Philippines only contributes a small percentage to global green house gas emissions. In addition, climate change adaptation cannot happen without integrating it into existing Disaster Risk Reduction and Management (DRRM) programs. Michael Toledo, Senior Vice President of Philex Mining Corporation and Head of Public and Regulatory Affairs and Media Bureau of the MVP Group of Companies in the Philippines, said that his firm appreciates the seriousness of the threat of climate change, which is why it has thrown its full support, through its companies Metro Pacific Investments Corporation, Philex Mining Corporation and Smart Communications, behind the series of regional seminar-workshops

On the other hand, Leo Sebastian, CCAFS Regional Program Leader for Southeast Asia, emphasized that CCAFS aims to catalyze behavioral changes in next users that will lead to better mobilization of climate change innovations, practices, policies and processes. He pointed out that CCAFS's strategic communication objective is "getting climate change into agriculture policies and agriculture into climate change policies." For this to happen, CCAFS needs strong engagement and communication support especially from the media. He pointed out that the media workshop series is a very important initiative as it brings climate change science closer to the grassroots. It is also unprecedented and trend setting since it is the first initiative of its kind to be done together by the public and private sector.

The first and second panel discussion sessions respectively introduced the science and impact of climate change on agriculture and threshed out regional and policy issues related to CC. These sessions, including the speeches in the opening program were the primary sources of possible stories for the journalists-participants. The third panel discussion session discussed concepts and experiences in communicating climate change in the Philippines. The resource persons were international, national and local experts on CC and communication. After the three sessions, a story ideas marketplace was conducted which primarily served as a venue for dialogue and interaction among journalists and resource persons. In this session, the journalists were asked possible story ideas out of the presentations.

In the morning of the second day, a field tour was held in Legazpi City and Camalig, Albay where participants toured an environmental (i.e., solid waste) management project and a disaster relief center. In the afternoon after the field tour, group discussion was done where participants continued sharing their possible stories. These were expected to be finalized and released when participants went back to their work base.

Before the closing session, a succinct synthesis of the seminar-workshop was done through a butterfly model which graphically illustrates the basic elements of mainstreaming climate change in Philippine agriculture in general and in Bicolandia in particular. During the closing session, certificates of participation were awarded to participants with closing remarks delivered by the organizers. After this, the participants organized and elected officers of the PAJ Bicol Chapter.

With five CC media workshops completed (two in the Philippines and one each in Vietnam, Laos and Cambodia) and three more forthcoming in the Philippines, next steps are being mapped out on how to move the CC communication and engagement process forward among the 200 journalist-participants across Southeast Asia.

Rationale

Combating climate change is one of the biggest challenges facing humanity in this century. In 2013, the Global Climate Risk Index 2015 ranked the Philippines as the number one country most affected by climate change. The country's food supply is also at risk with the projected 10 to 15 percent drop in agricultural productivity for every 1⁰ Celsius increase in temperature. The major impacts of climate change in the country are: (1) hotter temperatures causing sea level rise; (2) more frequent and intense floods; (3) stronger and more frequent typhoons, causing landslides and flooding of coastal areas; (4) longer and more intense droughts with more El Niño episodes.

In the context of agriculture and food security, science innovations on mitigating and adapting to climate change are available, but these are not well-communicated to farmers and the public due to inadequate coverage by the mainstream media.

In a 2014 study conducted by the Philippine Rice Research Institute (PhilRice), data showed that although climate change ranked 4th among the rice-related topics most published, online readership on this subject is quite low. To online readers, climate change ranked 7th among the stories most preferred to be read.

Reasons of public's low interest in knowing more about climate change include: news is too technical and the science behind CC is not well-communicated to the public. Meanwhile, the media tend to distance itself from this topic because of its scientific and complicated jargon.

With the public relying on media to guide them in daily actions through accurate information, there is a need to equip journalists – editors, reporters, correspondents and columnists - with a deeper understanding and appreciation on what is climate change, its processes and scientific terminologies.

On 14-15 August 2014, the CGIAR Research Program on Climate Change, Agriculture and Food Security Regional Program for Southeast Asia (CCAFS-SEA) together with PAJ and other media organizations sponsored a media workshop on climate change, agriculture and food security for the Manila-based media. For its impact to reach a critical mass of journalists and a broader mass of policy-makers and key stakeholders at the local level, this initiative was proposed by participants to be replicated in the regions.

Hence, this media seminar-workshop for journalists and media professionals in the Bicol region was conducted with the theme *“Climate Change: Gets Mo Na Ba?”*

Objectives

The media seminar– workshop aimed at enabling journalists – participants to:

1. Appreciate and understand climate change, its meaning, including its concrete manifestations and science innovations for its mitigation and adaptation in the context of agriculture and food security.
2. Communicate climate change through better written stories, coverages and commentaries.
3. Write, publish and broadcast stories on climate change on a regular basis.

4. Share stories with the Philippine Agricultural Journalists, Inc. (PAJ) for possible inclusion in the *PAJ News Service* and website.
5. Be active players in their respective Regional Disaster Risk Reduction Management Councils (RDRRMC).



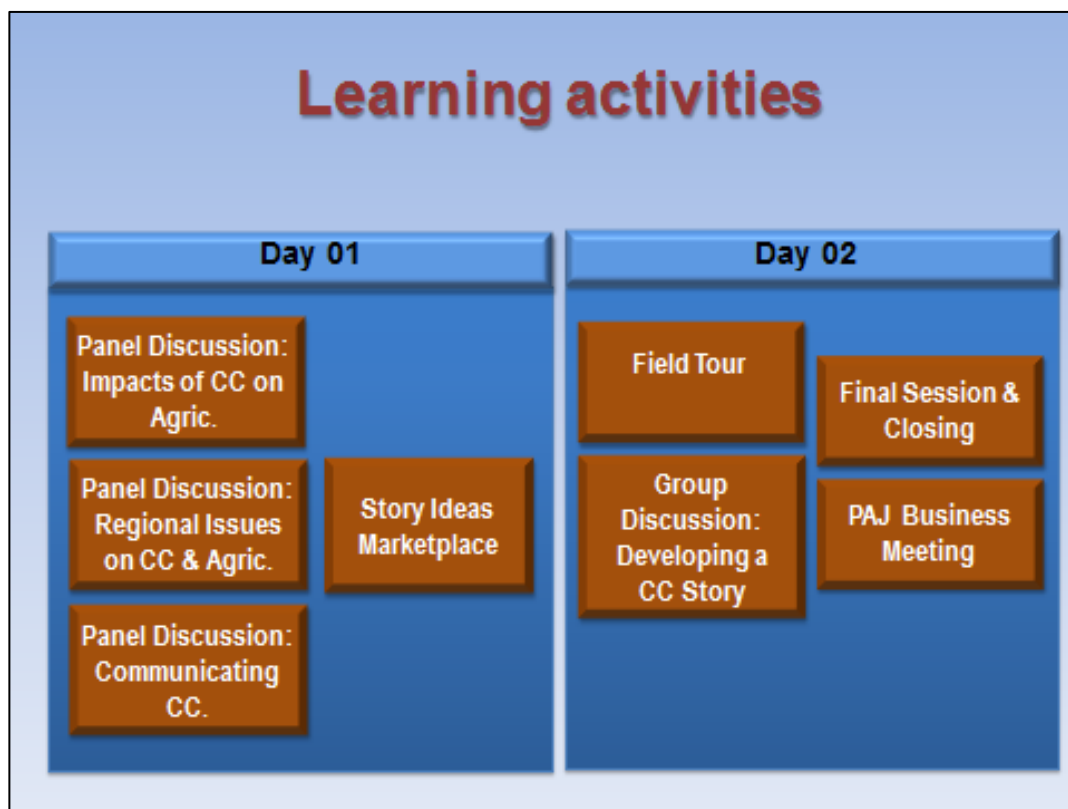
Activities and Learning Process

The seminar-workshop mainly consisted of three panel discussion sessions, a story ideas marketplace and a field tour. The event was designed mainly as an experiential learning exercise, hence quality time for dialogue and interaction among journalists and resource persons was allotted (see detailed program in Attachment 01). This paved the way for the extensive sharing of ideas and experiences among participants and resource persons.

The panel discussion sessions were on: (1) impacts of climate change on agriculture and food security; (2) regional issues on climate change and agriculture; and (3) communicating climate change.. The story ideas marketplace served as a venue where possible story ideas were explored by journalists-participants. These ideas were to be developed and eventually released for print, broadcast and web after the workshop.

The field tour exposed participants to an environmental management project of the Legazpi City LGU (i.e., solid waste management) and disaster risk reduction management of the Provincial Government of Albay in Camalig. An experiential learning activity, this served as a concrete reinforcement of the panel discussion sessions and group discussions and served as a venue for dialogue of the participants with local stakeholders.

A schematic diagram showing the activity and process flow of the seminar-workshop is shown below.



Participants, Resource Persons and Moderators

We had a high turnout and active involvement of 78 participants (37 from the media, 16 from government offices and academe, 10 from PAJ and 15 resource persons from CCAFS-SEA, IRRI, ICRAF, DA and other national and local government agencies (see Attachment 02). The journalists came from print, broadcast (radio-TV) and web-based media outlets in the Bicol region. The resource persons and moderators are indicated below.

Panel Discussion Session 01: Impacts of Climate Change on Agriculture and Food Security

- Moderator: Rex Navarro (CCAFS-SEA Consultant and PAJ Director)
- Panelists:
 - Leo Sebastian (Regional Program Leader, CCAFS-SEA)
 - Rosa Perez (Climate Change Consultant, ADB)
 - Amy Cruz (Communication Specialist, World Agroforestry Center)
 - Lilian N. Guillermo (OIC, PAGASA Southern Luzon-PRSD)

Panel Discussion Session 02: Regional Issues on Climate Change and Agriculture

- Moderator: Emily Bordado (Regional Information Officer, DA-RFO 05)
- Panelists:
 - Eliseo Ponce (Consultant, DA Climate Change Program)
 - Elena Delos Santos (RTD, for Operations and Extension, DA Bicol)
 - Bernardo Rafaelito Alejandro IV (Bicol Regional Director, Office of Civil Defense and

- Chairperson, Bicol Regional DRRMC)
- Rodel Batocabe (Chair, Committee on Climate Change, House of Representatives)

Panel Discussion Session 03: Communicating Climate Change

- Moderator: Noel Reyes (VP, PAJ)
- Panelists:
 - Imelda Abaño (President, PNEJ)
 - Louie Tabing (Chair, PFRB and DZMM Broadcaster)
 - Angelo Palmones (President, PSciJourn and Alyansa ng mga Grupong Haligi ng Agham at Teknolohiya para sa Mamamayan Inc.)

Highlights

Opening Session

During the opening session, DA Undersecretary Segfredo Serrano emphasized the following:

- Climate is not understood by many and there are even people who give it trivial treatment. The Philippines is the jewel of the Pacific ring of fire and the buckle of the typhoon belt. In terms of CC's impact on the economy and people, the country is most vulnerable.
- Climate change is a game changer. As this is the case, the priority of the Department is adaptation. If our efforts do not save lives, these would be useless. We would be happy without any casualties in disasters. Mitigation efforts may come later, since our country only contributes a small percentage to global Green House Gas Emissions. In addition, climate change adaptation cannot happen without integrating it into existing Disaster Risk Reduction and Management (DRRM) programs.
- Land is scarce in the Philippines, which is an archipelago. Five to 10 years from now, freshwater supply may be a problem. The country has plenty of marine resources, but it would need to invest in them.
- We want our country and people to be the greatest in the world. An enabled and empowered citizenry is the salvation for the country.



Michael Toledo, Senior Vice President of Philex Mining Corporation and Head of Public and Regulatory Affairs and Media Bureau of the MVP Group of Companies, highlighted the following points as the principal co-sponsor of the workshop:

- We are already experiencing the effects of climate change and global warming drawn out through the years and centuries, and there is this proper need to share the responsibility of writing, publishing and broadcasting better and more stories on climate change to inform, educate, and change the mindset the populace. To “appreciate” climate change is to acknowledge that it cannot and will not depreciate. At least, not any time soon.
- The MVP Group of Companies in the Philippines appreciates the seriousness of the threat of climate change. That is why it has thrown its full support, through its companies Metro Pacific Investments Corporation, Philex Mining Corporation and Smart Communications, behind this series of regional seminar-workshops. Likewise, it has on its own or in support of others, come up with programs and initiatives to not just adapt to the changing climate but to mitigate its effects as well.
- In natural calamities and disasters, the MVP Group has been at the forefront of disaster response, relief and rehabilitation efforts. It has deep involvement and partnership with the Philippine Disaster Recovery Foundation (PDRF) which saw massive involvement in the wake of supertyphoon Yolanda. It is also involved with the corporate network for disaster response (CNDR).



Leo Sebastian, Regional Program Leader CCAFS-Southeast Asia, highlighted the role of CGIAR in generating science-based innovations on climate change, agriculture and food security. Key points include:

- CCAFS is a 10-year strategic research partnership of CGIAR and Future Earth. It is led by the International Center for Tropical Agriculture (CIAT) globally, and by IRRI in Southeast Asia. Its primary concern is to identify and address the most important interactions, synergies and trade-offs among climate change, agriculture and food security. CCAFS has three focus countries in Southeast Asia, namely, Vietnam, Cambodia and Laos. Most of CCAFS’s R4D interventions are implemented in these countries.

- Climate change is definitely affecting agriculture and food security around the world. It is no longer debatable if climate change is really happening as the evidence is very clear. Earth's average temperature has risen by 1.4°C over the past century. Rising global temperatures have been accompanied by changes in weather and climate. Climate change is indeed happening, so our main concern is how to cope up with its adverse effects, especially on agriculture and food security.
- CCAFS aims to catalyze behavioral changes in next users, most especially ministries, research institutions and the private sector that will lead to better mobilization of climate change innovations, practices, policies and processes. We envision that these will lead to major impacts on end users.

Abelardo Bragas, DA Bicol Regional Executive Director, revealed that Region 5 has all the effects of climate change, from typhoons, floods, droughts, in addition to volcanic eruptions. With the establishment of the Climate Change Academy, lessons learned and experiences in the province and region could be shared with others. Some of the climate change-related projects of the DA are the introduction of green super rice (GSR) variety which is resistant to drought, salinity and submergence; collaboration between PAGASA and DA in releasing weather forecasts every nine days instead of 90 days and the development of cropping calendar based on disaster.

Cedric Daep, Head of the Albay Public Safety and Emergency Management Office, said that Albay is vulnerable to disaster risks and climate change impacts. There are heavy casualties on agriculture because people are not knowledgeable about the situation, including the impacts and consequences of CC. Some do not even know where the evacuation centers are located and where to access food. In climate change, the effects are seen not only in the casualties and agriculture but also on food security and the economy. Thus, support from the media is needed because of the lack of awareness among the people.

Noel Reyes, Vice President of PAJ, said that the idea of the regional media workshop series started in a similar event in Los Baños which was spearheaded by the CGIAR Climate Change, Agriculture and Food Security Research Program (CCAFS). Towards this, PAJ with the support of DA and Metro Pacific Investments Corporation, Smart Communications, Inc., and Philex Mining Corporation agreed to hold a series of media workshops in the different regions in the country.

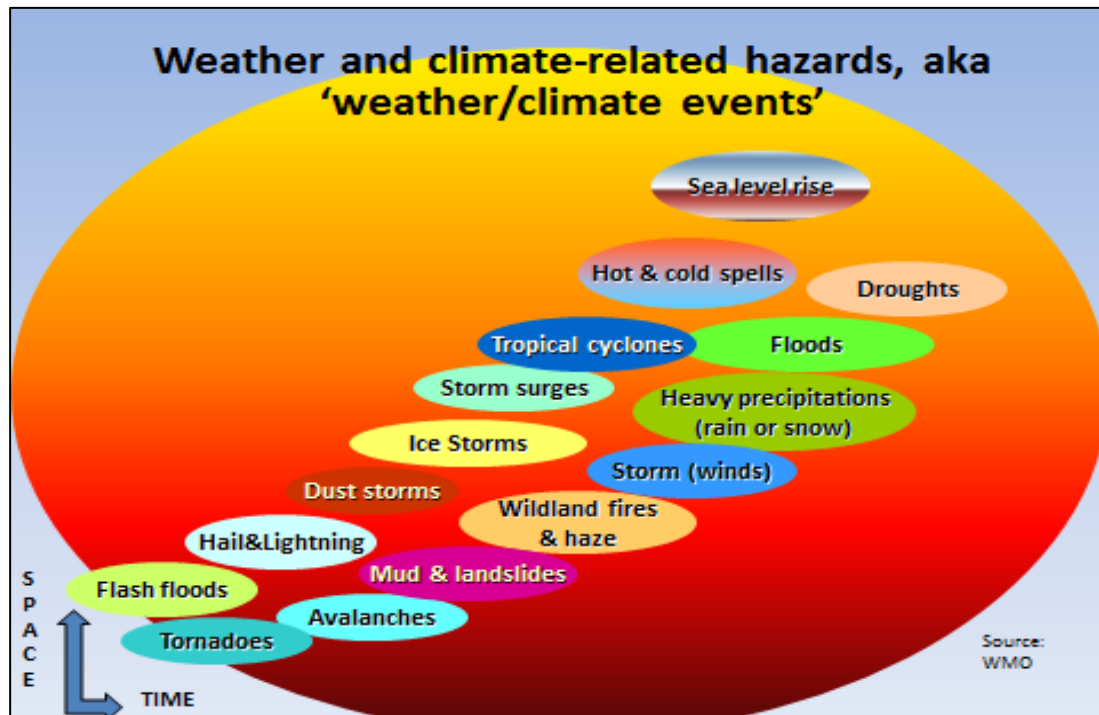


Impacts of climate change on agriculture and food security

Climate Change: An Introduction to Journalists

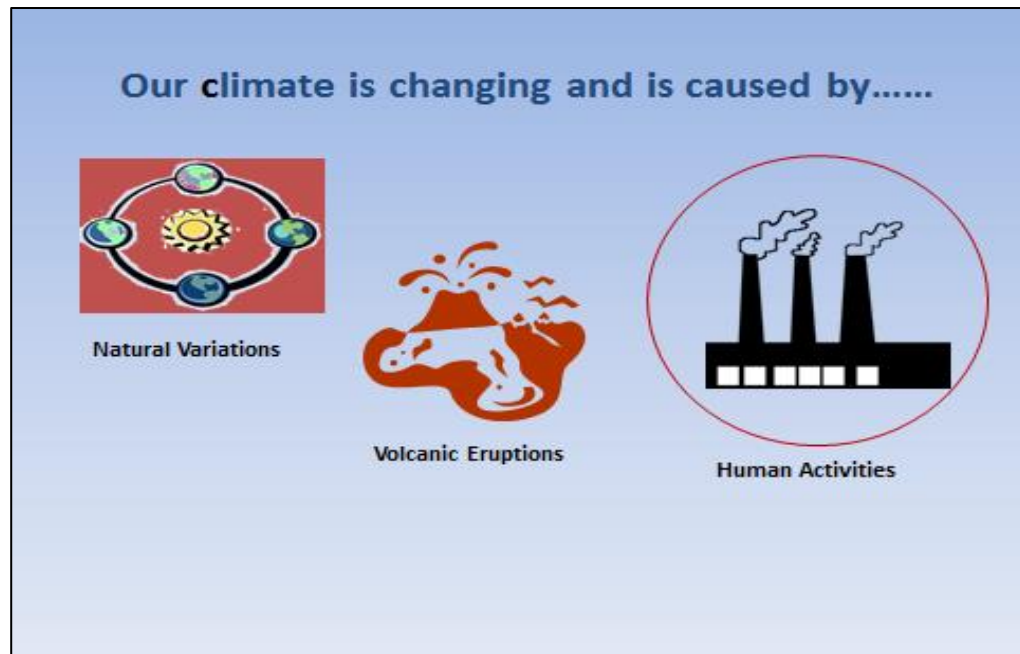
Presenter: Rosa Perez (Climate Change Consultant, ADB)

- Difference between weather and climate:
 - **Weather** is short term changes in atmospheric variables such as temperature and rainfall; it can change rapidly so weather is what is happening outside right now.
 - **Climate** is a long term state of atmospheric variables like rainfall and temperature, so climate occurs over seasons or longer.



- Extreme climate events:
 - Seasons can seriously get mixed up by the El Niño / La Niña effects.
 - El Niño brings dry weather and even droughts.
 - La Niña is associated with more rainy periods.
- Greenhouse gases are increasing due to human activities and changing our climate:
 - CO₂ to atmosphere (combustion: burning of coal and fossil fuels; deforestation)
 - Methane to atmosphere (landfills; agriculture)
 - Other gases to atmosphere (ozone from car exhausts; CFC's from aerosols)
- We are already seeing changes in our climate: The earth's average temperature has increased by 0.85°C over the period 1880 to 2012.

- Rainfall patterns have changed:
 - The world has seen changes in amount, intensity, frequency and type of precipitation.
 - Rainfall strongly characterized by year to year variations.



- Global sea levels have risen: In the 20th century, average increase was 4.8 to 8.8 inches per century (1.2-2.2 mm/year) due to the expansion of ocean water and melting of mountain glaciers and small ice caps.
- More extreme events: Tropical storms and typhoons frequencies vary considerably from year to year. However, evidence suggests substantial increases in intensity and duration since the 1970s.
- Disaster risk: the likelihood of severe alterations in the normal functioning of a community or society due to weather or climate events interacting with vulnerable social conditions.
- Some negative effects of climate change:
 - Disruption of human and animal habitation.
 - New and widespread diseases and pests.
 - Changes in plant cycles and migration of animals, birds and fishes.
 - Higher sea level, which will cause floods and put many low-elevation regions at risk of disappearing under water.
 - More extreme events – intensity and frequency.
- Some positive effects of climate change:
 - There will be gainers and losers.
 - Opportunities to make things better through long-term planning.
 - Impetus for innovation.
 - Adaptive management to counteract uncertainty.

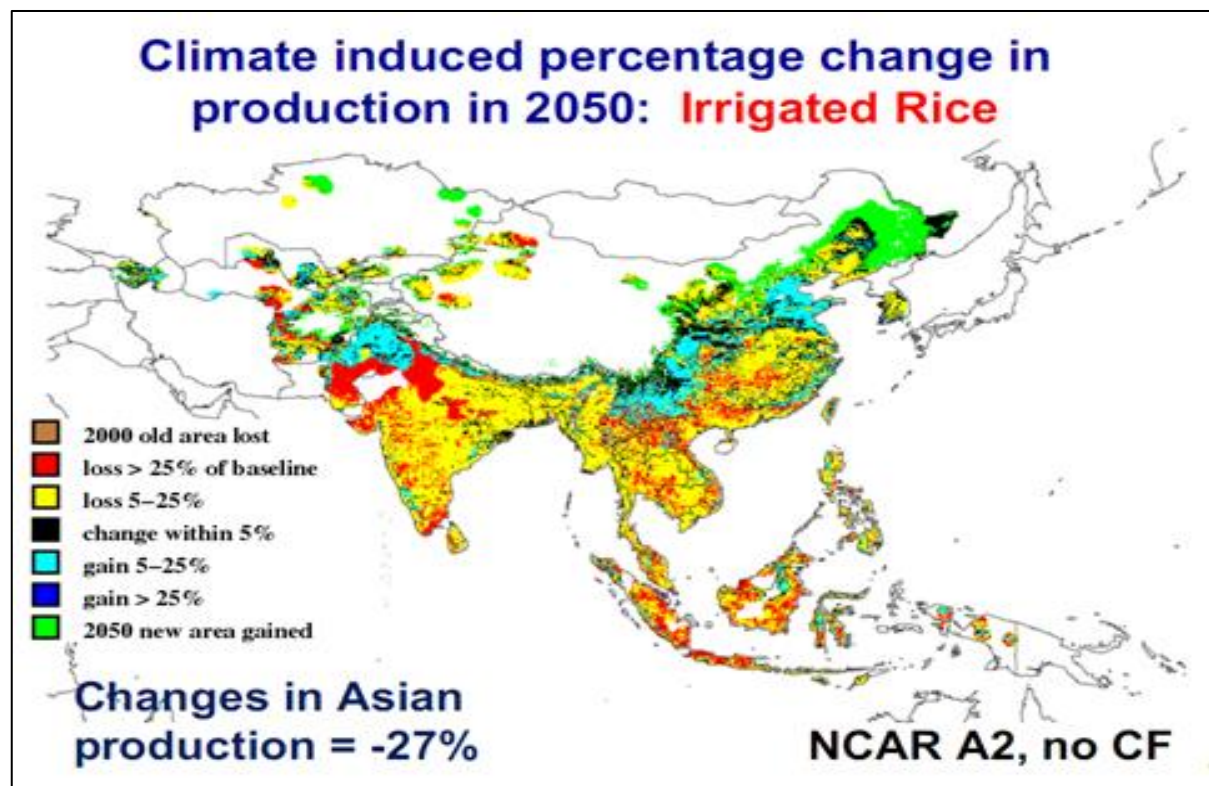
CC Sector Impacts & Adaptation

Sector	Impact	Adaptation Option
Agriculture	Varying productivity due to floods and drought	Smart /Protected agriculture
Tourism	Less demand – warmer world	Diversified tourism
Fisheries	Supply less - warmer ocean rising sea levels	Diversification of livelihood
Water	Variable supply - less rainfall	Efficient usage Harvesting
Infrastructure	Damage to coastal infrastructure - storm surge	Vulnerability mapping for zoning; CLUP
Health	More dengue - warmer temps	Epidemic alert systems (Surveillance System)

Climate Change: Why, How, So What?

Presenter: Amy Cruz (Communication Specialist, ICRAF)

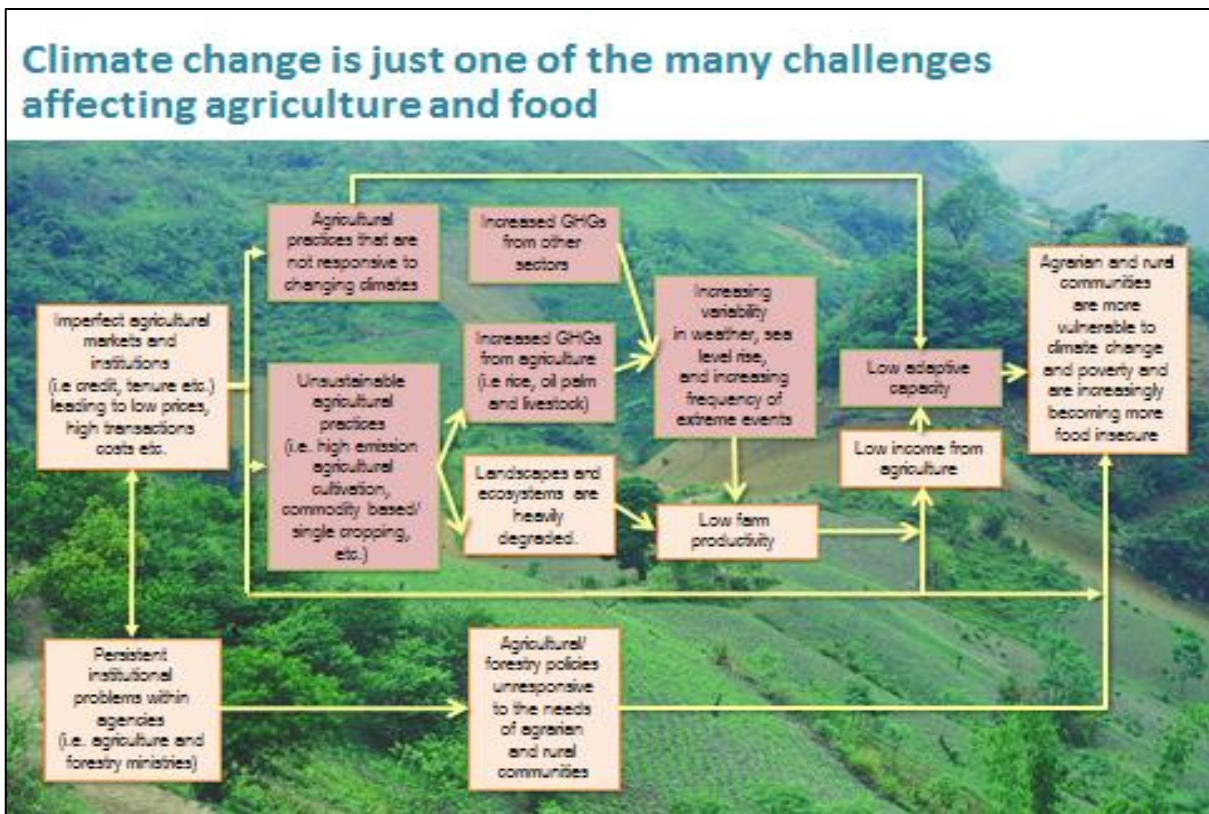
- The Philippines is at risk and highly vulnerable to climate change:
 - Third most disaster risk country worldwide (2012 World Risk Report).
 - Fourth among 190 countries that suffered the most extreme weather events such as flooding and typhoons (2013 Global Climate Risk Index).
- CC impacts on crop production:
 - The greatest impact could be on water supply for irrigation.
 - Flooding.
 - Strong winds due to typhoons.
- CC impacts on food security:
 - Agricultural yields may be lower and more variable.
 - Rice may be vulnerable as a result of water supply uncertainty.
 - Overall food supply may be vulnerable.
- Agroforestry promotes CC adaptation of smallholder farmers:
 - Trees on farms enhance coping capacity of small farmers to climate risks.
 - Crop and income diversification
 - Soil and water conservation
 - Efficient nutrient cycling and conservation



Climate Change, Agriculture and Food security Regional Program for Southeast Asia

Presentor: Leo Sebastian (Regional Program Leader, CCAFS-SEA)

- Effects of climate change in Southeast Asia: Climate variability, sea level rise, GHG emissions.
- Climate change is just one of the challenges affecting agriculture and food security, hence, interventions should also be taken within that context and not stand alone and done together with other actions.
- Climate change in the context of other problems:
 - Overproduction in short-term, yet food insecurity for a large population
 - Stagnation/decline in yields
 - Profitability: Increasing cost and deceleration in total factor productivity growth
 - Diversification
 - Globalization



- What is Climate Smart Agriculture?
 - Takes into account food security, adaptation and ecological footprint
 - Foremost about development itself and address smallholder concerns
 - Crucial to deal with trade-offs
 - Context matters; CSA differs widely
 - Development and ecological footprint → green economy
 - It's about outcomes, not just technology or practices
- CCAFS Is one of 16 research programs of the CGIAR Consortium of International Agricultural Research Centers and was started in 2010. The major objectives of CCAFS are to: (1) ensure food security, (2) enhance adaptive capacity to climate change and (3) mitigate GHG emissions.
- CCAFS R4D Flagships (FP): FP1: Climate-smart agricultural practices, FP2: Climate information services and climate-informed safety nets, FP3: Low-emissions agricultural development, FP4: Policies and institutions for climate-resilient food systems.
- Establishment of Climate Smart Villages (CSVs): *Vietnam*: (1) Ma village Vinh Kien commune, Yen Binh, Yen Bai; (2) My Loi village, Ky Son commune, Ky Anh, Ha Tinh; (3) Tra Hat village; Chau Thoi commune, Vinh Loi, Bac Lieu; *Lao PDR*: (1) Ekxang village, Phonhong, Vientiane, (2) Pailom village, Champhone, Savannakhet; *Cambodia*: Rohal Soung village, Prek Norinn commune, Ek Phnum, Battam Bang.

Climate-smart villages (CSVs)

- Test bed for suites of adaptation and mitigation
- Integration of interventions
- A model for scaling up appropriate interventions

Climate-Smart Village / Farm					
WEATHER SMART	WATER SMART	CARBON SMART	NUTRIENT AND PEST SMART	ENERGY SMART	KNOWLEDGE SMART
<ul style="list-style-type: none"> • Seasonal weather forecasts • ICT based agro-advisories • Climate analogues 	<ul style="list-style-type: none"> • Aquifer recharge • Rainwater harvesting • Community management of water • On-farm water management 	<ul style="list-style-type: none"> • Agroforestry • Conservation tillage • Land use systems • Livestock management • Alternate wetting and drying 	<ul style="list-style-type: none"> • Site specific nutrient management • Precision fertilizers • Catch cropping/ legumes • Ecological engineering 	<ul style="list-style-type: none"> • Biofuels • Fuel efficient engines • Residue management/ biochar • Minimum tillage 	<ul style="list-style-type: none"> • Farmer to farmer learning • Farmer networks on adaptation technologies • Seed and fodder banks • Market info • Off-farm risk management- kitchen garden
					

Regional Issues on Climate Change and Agriculture

Mainstreaming Climate Change in Philippine Agriculture

Presentor: Eliseo Ponce (Consultant, DA Climate Change Program)

- The DA's Adaptation and Mitigation Initiatives in Agriculture (AMIA) was formed to help mainstream awareness of climate change mitigation and adaptation into the department's programs. Existing laws and strong policy support upstream (department management and the President of the Republic) encourages a paradigm shift that has helped bring this appreciation of climate change mitigation and adaptation options.
- In the Philippine setting, the legal basis for the climate change program of the Department of Agriculture is rooted in the Agriculture and Fisheries Modernization Act (AFMA), which states the importance of considering climate change in agriculture; the Climate Change Act of 2009 and the Disaster Risk Reduction Act of 2010.
- Policy pronouncements by the country's leadership support the responsible use of natural resources and continued collaboration of concerned public institutions to mainstream climate change information. This calls for a shift in how projects outcomes are measured. Resilience has become an outcome variable for all DA programs.
- AMIA, the DA program to mainstream climate change awareness into its projects, will provide a communication strategy to focus on adaptation and mitigation in climate change on agriculture, and to help facilitate multi-sector partnerships to more easily reach stakeholders. To do this, it will shift paradigms and mindsets toward appreciating the importance of climate change preparedness and develop strategic mainstreaming frameworks.

- For the Philippine agriculture sector to be climate change-ready, the DA must strongly and continuously mainstream climate change in its policies and programs.




Overcoming Regional Challenges of Climate Change for Agriculture and Food Security

Presentor: Lorenzo Alvina on behalf of Elena Delos Santos (RTD for Operations & Extension, DA – RFO 05)

- CC impacts and Agriculture in Bicol:
 - Agriculture: Highly vulnerable to hydro-meteorological hazards (droughts, typhoons strong wind, floods, etc).
 - Recurring hazards affects the industry annually, reducing farm productivity (PhP millions of losses).
 - Impacts/effect on livelihood varies depending on crop, livestock, agro-climatic condition, capacities, farming system, etc.
 - 40.7% of the labor force is in agriculture (40% of all families – livelihood/food).
 - Poverty incidence is high in rural and coastal areas.
- The Bicol region is sufficient in rice and corn. It has agro-eco zones (from the upland, lowland to the fisheries) which have different hazards (drought, flood, strong winds). The department has ongoing and past projects on mainstreaming disaster risk reduction and climate change adaptation in agriculture. Various information, education and communication and extension materials were also developed on climate change and disasters. The region is conducting farmer field schools from 2012 up until the present. They were also able to conduct a two-week rehabilitation program after Yolanda and assisted in the other efforts.

Major Hazards of Upland, Lowland, Fishery AEZ


UPLAND	LOWLAND	FISHERY
<ul style="list-style-type: none"> • Strong Winds • Typhoons • Continuous Rains • Flash Floods • Drought 	<ul style="list-style-type: none"> • Stagnant/Flash-Flooding • Typhoons • Saline Intrusion • Drought • Siltation 	<ul style="list-style-type: none"> • Flash Flooding • Typhoons • Storm Surge • Drought • Fish-Kill



Source: TCP/PHI/3203 Project, Situation Assessment Report (CBSUA)

- Current issues and constraints:
 - Climate change impacts are likely to increase; extreme event and disaster risk management is a first line of adaptive action
 - Lack of sector-specific plans for DRR/CCA in agriculture at the local level (saving lives or livelihood) and institutional priorities.
 - Need for improved capacities, templates/tools, policies, leadership, advocacy, knowledge, technologies etc.
 - Good practice options (upscaling, identification), research and development.
 - Early warning systems (short/long range).
 - Stakeholders' awareness/field level activities.
- Post - disaster needs assessment
 - Web-based application software for assessing the potential and actual damages on rice, corn abaca and coconut.
 - Structures data collection, organizes and fast tracks data retrieval to generate assessment reports.
 - Compares and document the extent of damage caused by events such floods, wind, and drought. The information will be used to classify and explain observations in the satellite images.
 - Validates and determines the damage loss/cost and its extent both through satellite image and ground monitoring (android application).

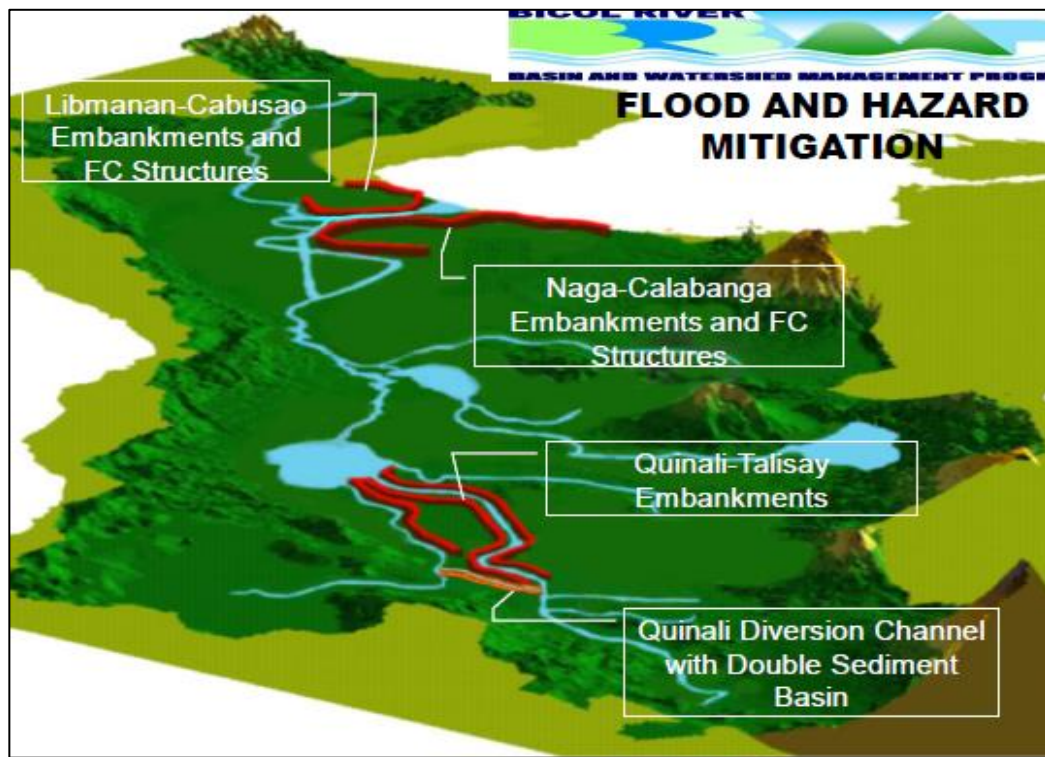
Good practice options for agriculture			
Hazards	Upland	Lowland	Fishery
1. Typhoon	<ul style="list-style-type: none"> Long/medium duration crops + short duration crops Change root crop varieties Coconut leaf pruning 	<ul style="list-style-type: none"> Early maturing rice varieties Timing of planting/ratoon Rice + duck 	<ul style="list-style-type: none"> Tilapia farming Squid pot fishing Seaweed farming
2. Heavy rains	<ul style="list-style-type: none"> Water logged resistant long/ medium duration crops + short duration crops 	<ul style="list-style-type: none"> Timing of planting Use of submergence rice varieties 	<ul style="list-style-type: none"> Fish farming
3. Saline intrusion		<ul style="list-style-type: none"> Use of saline-tolerant varieties 	<ul style="list-style-type: none"> Tilapia farming Mud crab fattening
4. Drought	Legumes,	<ul style="list-style-type: none"> AWD technology 	



Regional Policies and Actions on Climate Change Mitigation and Adaptation

Presentor: Florito Dapeña (Regional Training Officer-OCD5) on behalf of Bernard Rafaelito Alejandro IV ((Bicol Regional Director, Office of Civil Defense and Chairperson, Bicol Regional DRRMC)

- Climate change adaptation (CCA) is a state or national policy. There are no CCA regional policies. All regions of the country are only called upon to come up with their respective mitigation and adaptation measures.
- RDRRMC5 Plan (2011-2016): Developing, promoting and implementing a comprehensive DRRM Plan to strengthen the capacity of the national and local governments and to formulate measures in reducing disaster risks including projected climate change risks.
- Regional actions: Giving the highest priority to food security in the Region, the DA- RFO 05 through RDC 05 started launching its climate smart agriculture initiative by producing and distributing climate change ready rice varieties in coordination with the Philippine Rice Research Institute (PhilRice).
- In support to the food security goal of the Region and with the institutional support of RDC5, DENR5 revived the Bicol River Basin and Watershed Management Program in 2012.
- Another very important initial regional action aimed at mitigating the impacts of climate change is on the aspect of disaster and climate risk knowledge management with the establishment of the first CCA-DRRM Institute in the entire country which is mandated by RA 10121. A product of partnership between the Albay Provincial Government and the RDRRMC 05, this institute, among others, provides knowledge on climate change risks and measures to mitigate climate change impacts.

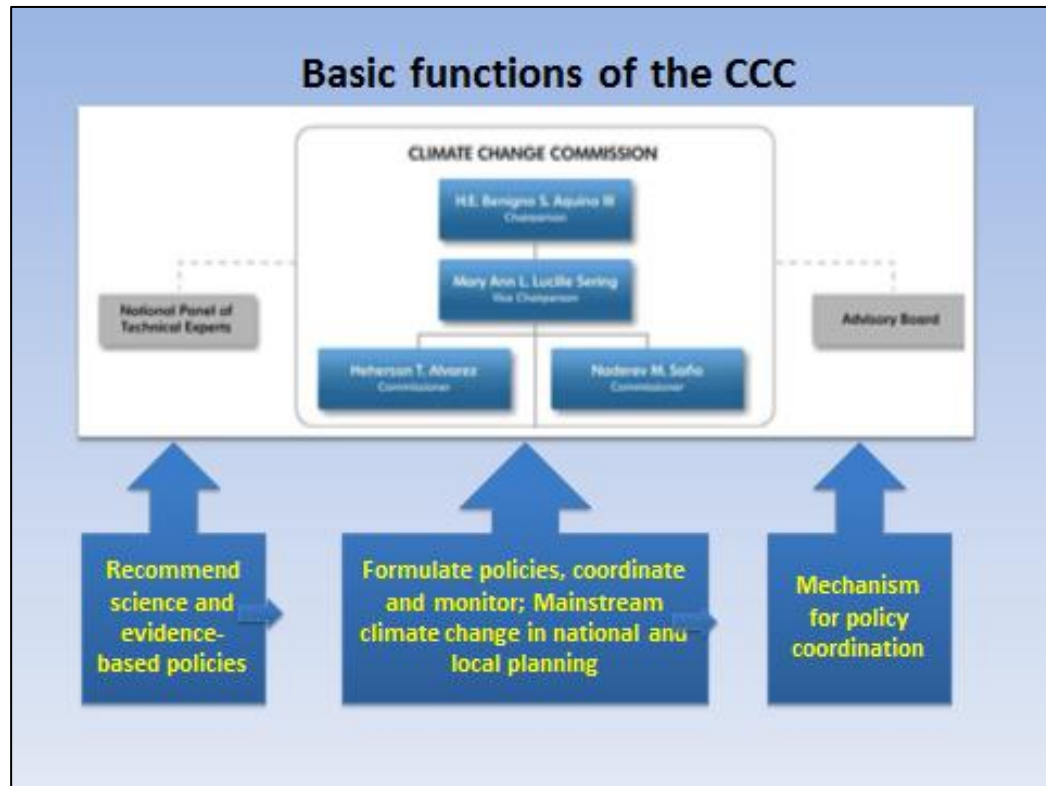


Philippine Legislative Agenda on Climate Change

Presentor: Rodel Batocabe (Chair, Committee on Climate Change, House of Representatives)

- Powers Exercised by the HREPCCC:
 - Inquiry in aid of legislation.
 - Exercise of the House Oversight on Climate Change.
 - Power of the purse through the national budget process.
- RA 9729 and RA 10174:
 - Two landmark laws which serve as the bible on climate change in government.
 - Congress delegated to the Climate Change Commission (CCC) the power to formulate policies on climate change adaptation and mitigation, and created a funding mechanism.
- Mandate of the CCC Under RA 9729 as amended: The lead policy-making body of the government, tasked to coordinate, monitor and evaluate programs and action plans of the government in order to ensure the mainstreaming of climate change into national, sectoral and local development plans and programs.
- Superfund under RA 10174: A superfund enacted on 12 August 2012 to finance local climate adaptation of vulnerable LGUs. The CCC reported in our hearings that this already amounts to Php 2 billion, including the 1 billion Congress allocated under the 2015 national budget.

- The People's Survival Fund: The Fund should finance the following local climate actions: (1) adaptation activities; (2) monitoring of vector-borne climate related diseases; (3) forecasting and early warning systems; (4) regional centers/information networks; (5) guarantee for risk insurance; and (6) community adaptation support programs by local organizations accredited by the Climate Change Commission.



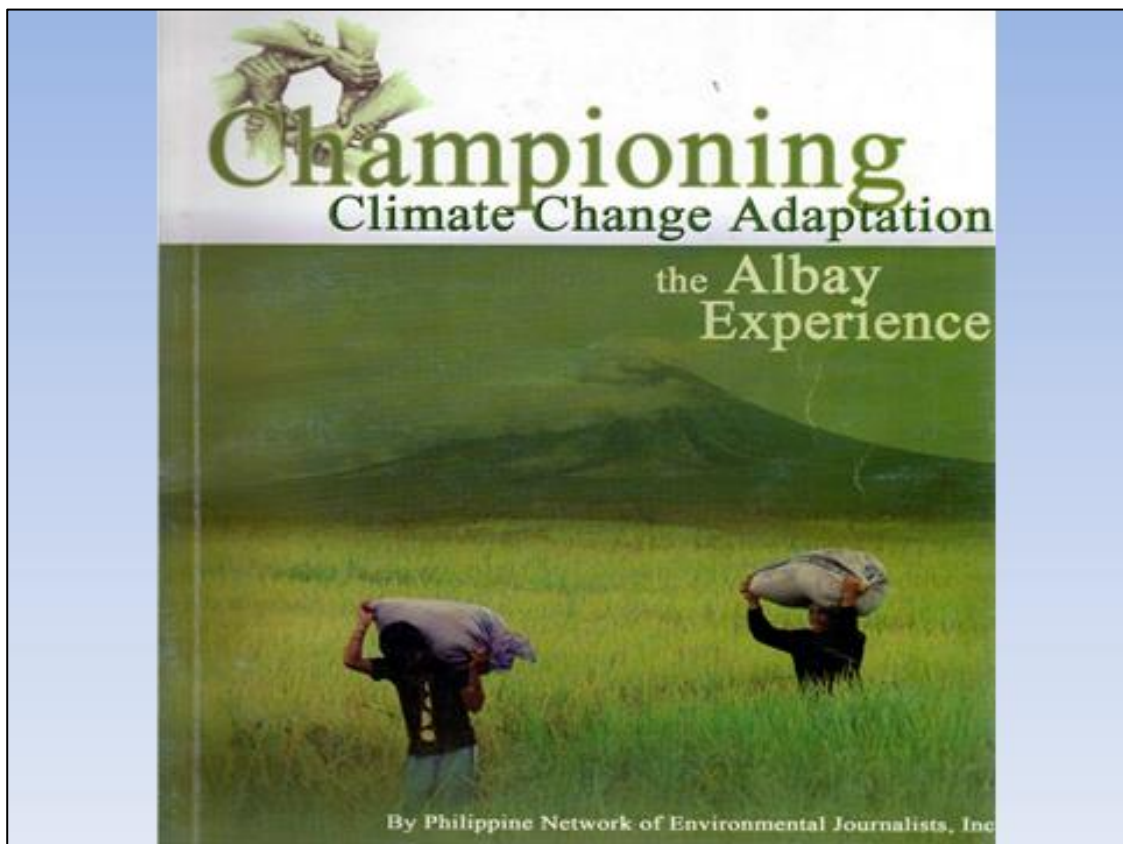
- Initial Findings of the HREPCCC: The Climate Change Office, especially its Vice Chair is preoccupied with foreign travels at the expense of domestic concerns such as the call for proposals on the PSF and the formulation of enabling policies on the National Panel of Technical Experts. Also, since 2009, it has crafted only 7 policies or just close to 1 policy per year.

Communicating Climate Change

Writing for Climate Change, Science and Technology, Agriculture and Environment

Presenter: Imelda Abaño (President, PNEJ)

- The reality in climate change reporting:
 - A new concept for the local media – reluctance in media to report science.
 - Communication gap bet. scientists & journalists.
 - Coverage is generally poor, but it's improving.
 - Reporting takes a backseat.
 - Lack of space or backing from the editors.
 - Lack of resources for coverage.
 - Under-reported.
- Under-reported stories:
 - Gender dimension-taking into account the impact of cc on both women & men
 - Indigenous peoples
 - Farmers plight-smart agriculture; food security
 - Follow the money-PSF
 - Champions of climate change adaptation; DRR



- Writing climate change stories:
 - Understand the science of climate change
 - Go beyond press releases
 - Framing of stories
 - Moral responsibility
 - Economic opportunity
 - Techno-fix
 - Disaster
 - Get the right news sources
 - Report more on the human dimension of climate change and its solutions
- Innovative ways to report CC:
 - Reporting tools: GeoJournalism, data visualization, mapping, infographics
 - Social media: Facebook, YouTube, Twitter, LinkedIn, Instagram
- Ethics checklist:
 - Report the truth
 - Minimize harm
 - Act independently
 - Be accountable: can you justify thinking and decisions to colleagues, various organizations, the public?

(Credibility is all you've got as a journalist)

3 Key messages

- **Negotiations, impacts are not the whole story: changing economy, society**
- **Not just an environment story**
- **It's about people**




Radio Broadcasting for Climate Change, Agriculture & Environment

Presenter: Louie Taging (Chair, PFRB and DZMM Broadcaster)

- Inherent characteristics of radio as a medium of communication:
 - Radio transcends illiteracy.
 - Radio carries emotional impact.
 - Radio has music.
 - Radio is a personality medium.
 - Radio crosses geographical barriers.
 - Radio is cheap
- Common radio formats:
 - Magazine programs
 - News
 - Interviews
 - Short or long radio talks
 - Jingles
 - Spots and plugs
 - Music programs
 - Documentaries /features
- Determine the format according to:
 - Availability of the program
 - Your ability to handle a format
 - Budget
 - Resources
 - Nature of your campaign



- Writing for radio (writing to be heard):
 - The script is central to the program. Unless it is well-written, other aspects of

production are useless.

- To be successful, the script must be written in the right language for the listener. The right language is the one which listeners can understand. It must take into account the listeners' background, their education and interests.
- The words the scriptwriter uses are listened to, not read by the listener. Hence, the words must appeal to the ear and not to the eye.
- Information must be presented in an interesting way. The writer must use simple and informal language. The listener cannot be given too many facts and too many figures.
- How is the listener held? The scriptwriter must think as a presenter. Beforehand, the script must be read aloud and ask: What do I sound like? What do I mean?
- A radio writer's decalogue:
 - Don't generalize. Be concrete. Illustrate. Remember radio is a blind medium.
 - Watch your shape. A bold beginning keeps the receiver set switched on. You want your last impression to be lasting. In between, make a logical progression or build up an interesting picture.

Radio Broadcasting for Climate Change and Agriculture

Presentor: Angelo Palmones (President, Philippine Science Journalists Assoc., Inc. (PSciJourn); President, Alyansa ng mga Grupong Haligi ng Agham at Teknolohiya para sa Mamamayan Inc.; AGHAM)

- Radio as a communication medium:
 - Accessible and free.
 - Mass outreach, large audience.
 - Portable and can be a steady source of information even during natural calamities.
 - Format diversity, particularly AM stations offer commentaries, regular 30-minute newscast, hourly news update, music and soap operas mostly in the vernacular.
 - Most extensive reach of the population.
 - Mostly used media in far-flung areas.
 - Favorite media form on the road (drive time is radio time).
 - Mostly offers 24-hour programming.
 - Ability to get news to the public rapidly.
 - Can inspire people to seek more information.
- Key tips on writing for radio:
 - Use simple and clear language as if you are talking to one person.
 - Communicate messages in such a way that people from different backgrounds can understand a difficult topic like climate change.
 - When talking about farmer's situation. getting farmer's voices on the air is essential to help listeners understand the issues.
- Some radio broadcasting tips (Source: Valerie Geller, Geller Media International)
 - Speak visually in terms a listener can "picture."

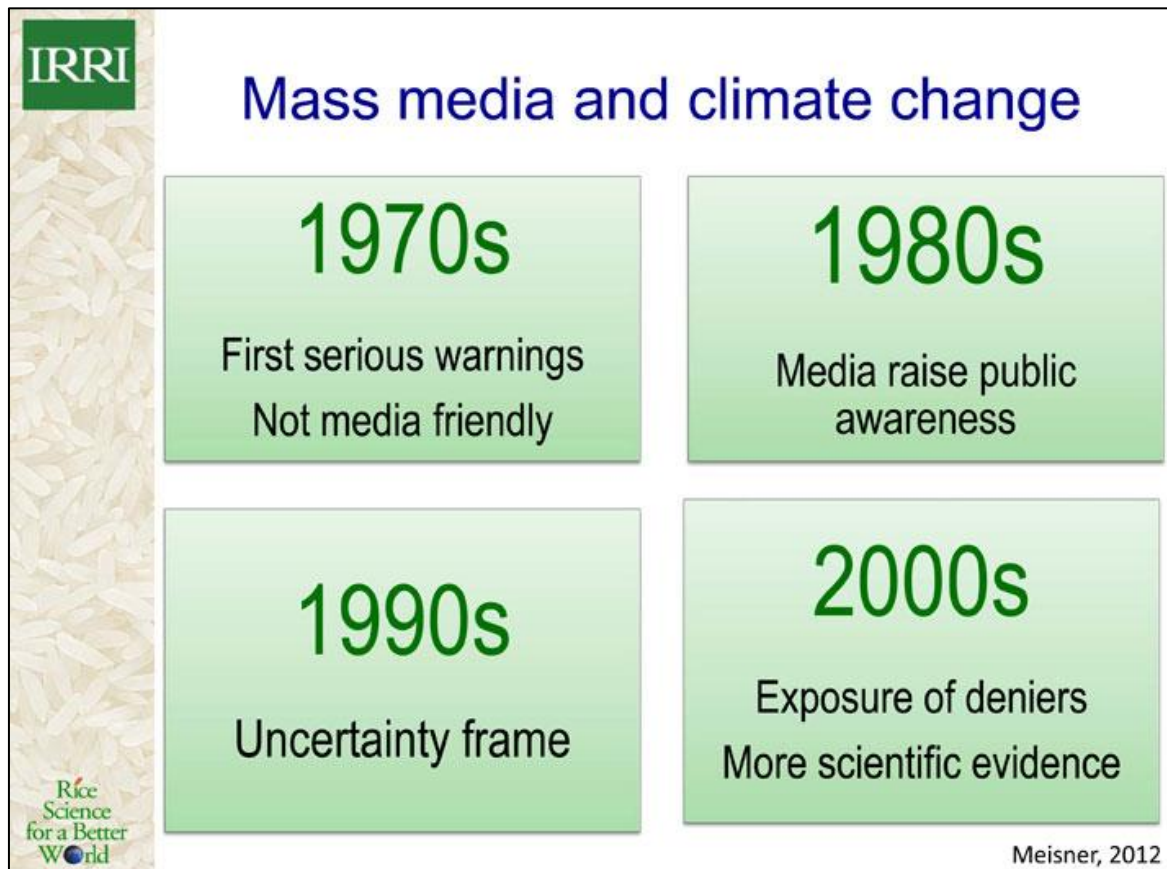
- Start with your best material.
 - Listen to your own station.
 - Do engaging transitions.
 - Promote, brag about your stuff.
 - Be who you are on radio.
 - Take risks and dare to be great by finding something new and fascinating everyday.
 - Humor is key.
 - Discuss “talkable topics” , something that listeners can discuss or share with others.
 - Know listeners’ needs and what they want.
 - Information content must be simple and easy to understand.
- Some best practices in radio broadcasting for climate change and agriculture:
 - Farm Radio International:
 - Scriptwriting competition on the topic of adapting to climate change.
 - 15 winning scripts were distributed to over 500 radio stations bringing accurate and engaging information about climate change and adaptation strategies to rural farmers all over Africa.
 - IRRI-CGIAR-PFRB rural radio campaign to promote climate smart technology in farming communities:
 - Climate-smart technology options for farmers to improve productivity
 - Increased capacity to adapt to climate risks
 - Contribute to reducing greenhouse gas emissions
 - Project goal: increase farm productivity by 5% by the end of 2016
 - Innovating the traditional extension system: complementation of community radio, ICT and extension workers.



Your climate change stories

Presenter: Tony Lambino (Head of Communication, IRRI)

- Mass media and climate change:
 - 1970s: First serious warnings; not media friendly
 - 1980s: Media raise public awareness
 - 1990s: Uncertainty frame
 - 2000s: Exposure of deniers; more scientific evidence



- Some media frames on climate change:
 - Apocalypse: the end of the world as we know it (*environmentalists*)
 - Conflict: two sides w/ irreconcilable differences (*journalists*)
 - Uncertainty: scientific experts disagree on what we know (*gov't, business*)
 - Personal choice: individual responsibility for changing lifestyle (*government, business, environmentalists*)
 - *Techno-fix*: improvements in technology (*government, business, environmentalists*)
 - *Moral responsibility*: environmental justice/do the right thing (*religious leaders, environmentalists*)
 - Economic opportunity: profit from pollution prevention, energy conservation, etc. (*business, environmentalists*)

- Lessons learned from research:
 - Images and symbols important: science necessary, but not enough (*need visuals/ drama*).
 - Negative coverage can stimulate discussion and public awareness.
 - Positive, hopeful, reformist frames are more likely to lead to progress.
 - Different kinds of appeals fit for different circumstances (*fear, self-interest, ethics, humor*).
- Climate change framing strategies:
 - Drama: symbolic and visual appeals: (*"Make the uninteresting interesting"*).
 - Real world events as evidence of the issue (*disasters*).
 - Culturally-resonant and positive: (*climate smart villages*).
 - Problem-solution: (*economic, health and safety, ethics*).
 - New and important.
 - Today's challenge: Positive, hopeful, reformist frames (*more likely to lead to progress*).

Field Tour

In the morning of the second day, a field tour was held in two locations. First was on environmental management (i.e., a state of the art solid waste management project of the Legazpi City LGU). The second was at a disaster relief center of the Provincial Government in Camalig, Albay (see pics). The field tour complemented the panel discussion sessions and gave the participants concrete ideas on environmental reporting.





Story ideas marketplace

Moderator: Tony Lambino (Head of Communication, IRRI)

- In the afternoon of the second day after the field tour, participants shared ideas on possible stories to be developed out of the workshop. Some of these are the following:
 - Johnny Escandor was able to submit to the Philippines News Agency (PNA) a straight news story on the climate change media workshop in Albay. He was also writing a story titled *DA calls on CC adaptation focused io the media*.
 - One idea from the participants was to air a one-hour radio program with the DA, IRRI and other government agencies on climate change. Regular guesting would be done to explain the scientific concepts so that the problems of farmers will be addressed. The impacts of climate change on the agricultural sector and how farmers could adapt to these would be discussed. Moreover, innovations would be introduced to increase the audience's knowledge on climate change. The tentative title is: *May Kita sa Pagsasaka; Pagsasaka at Pagbabago ng Panahon*.
 - One commented that an inter-agency story could be done. As revealed in the discussions, the interface of the Climate Change Commission (CCC) with other agencies is somewhat lacking, although the DA has a program dealing with climate change. One reason may be that there is a need for more personnel on the commission.
 - A participant planned to write on the reduction of food due to climate change, with poor farm-to-market roads affecting food security and contributing to rural poverty. Likewise, A Bicol University representative talked about writing a story on one of their projects. A barangay in Ligao has adapted the *Sagip Saka* farming approach, using

sloping agricultural land technologies. Another aspect of the project is that incentives are given to farmers to adopt the technology and Ligao so far is the only area using this in Bicol. He was thinking of popularizing the project, including conservation farming. A new barangay has also adopted the technologies, like intercropping and planting upland rice.

- Imelda Abaño's possible title is *Quest for Climate-proof Farms*. She planned to give the article a human face so that it can easily connect with the audience. Thus, she will talk to farmers and connect their experiences with what speakers and experts were saying. Immediately after the workshop, she uploaded a story at the Philippine EnviroNews at <http://environews.ph/climate-change/communicating-climate-change-bridging-science-and-society/>. She also said that in communicating climate change issues, the media should grab opportunities to strengthen their writing skills. In learning about writing, there should be a lesson focusing on climate change communication. Also, the DA and other government agencies should inform the media on the latest developments on CC and agriculture.

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- One participant planned to write on the use of submarine type varieties of rice, and also include the testimonies of farmers who have used these varieties. Fisheries would also be included in the story.¹

¹ Rosa Perez added that fisheries should be included in covering the agricultural sector. This will be included in the Tacloban leg of the workshop series.

- A representative from ABS-CBN thought of doing a segment on preparing for disasters, with information also on climate change. They will need the support of the DA especially on new technologies to be shared with the public. They also planned to produce stories on farming and how farmers are adapting to climate change.
- In developing climate change stories, having a feedback mechanism from the audience is important, one participant said. She planned to organize a cooperative so that her passion will not only be confined to her work but translated as well to other people, especially her family. There is a bright future in the agriculture and environment sectors.
- A participant asked why there is no one directing a unified climate change communication program. Along with this, Rex Navarro pointed out the need for the group for strategic communication on CC, with a unified communication strategy and action plan. He said that there should be a common voice in communicating climate change in the region. Important as well are assessing the impacts of such initiative. Towards this, the PIA is mandated to help, including other organizations like the PAJ.
- Another added that there are many CC subjects to cover. Some could be on policy, good practices and adaptation. One proposed that there should be a Bicol Communicators Network with all information officers involved. This network would then mainstream climate change issues. There should also be synergy in the government and private communication systems, and this should be sustainable and systematic. Also discussed was what could help journalists to get better stories of climate change, agriculture and food security.
- A participant from the PIA suggested going for the good side of the news to lift the human spirit. Thus, they planned to focus on resiliency (possibly do a story on *Bangon Bikolano*) and on agricultural good practices.
- Another idea shared was to write a story on the indigenous knowledge systems in agriculture and fisheries. This would connect climate change adaptation to the rural people, by linking it on what they have already started. The stories would link science-based knowledge with indigenous knowledge.²
- Noel Reyes suggested that the Bicol University should include climate change in its curriculum (and to have this proposal endorsed by Gov Joey Salceda). The PAJ also has a forthcoming project, the PAJ News Service which is both online and print where the media could contribute stories.

² Rosa Perez commented that we should be careful with indigenous knowledge because this is mainly based on perceptions. Climate is changing, and past practices and knowledge may no longer be applicable. Leo Sebastian also pointed out that local knowledge cannot be disregarded and should be integrated with scientific knowledge. For example, climate information on weather could improve indigenous practices and help further innovate these to fit in climate change adaptation. We should also remember the parameters for calling a practice or technology “climate-smart”: these should contribute to an increase in productivity and profitability; improve resilience; and not contribute to greenhouse gas emissions.

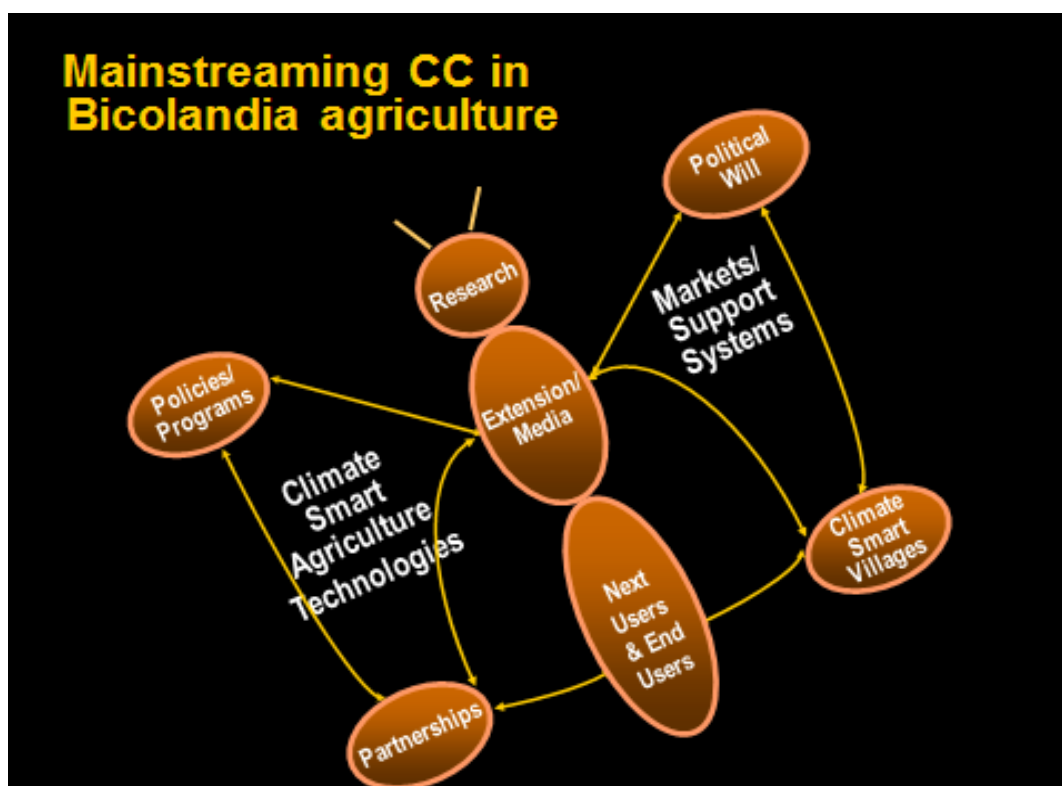
Synthesis, closing and organization of the PAJ Bicol Chapter

Before the closing session, Rex Navarro gave a succinct synthesis of the seminar-workshop through a butterfly model (see below) which graphically illustrates the basic elements of mainstreaming climate change in Philippine agriculture in general and in Bicolandia in particular.

Serving as the backbone is the close linkages among research (which generates knowledge and science-based innovations), agricultural extension including the media (which serve as intermediaries of CC knowledge and innovations) and next users and end-users³ (who are the critical actors in mainstreaming climate change in agriculture).

Complementing research-extension-user linkages are vigorous policies/programs spearheaded by a strong political will and pursued through public-private-people partnerships, showcased in climate smart villages (CSVs) to be outscaled and upscaled throughout the country. The presentation and interaction of these elements were at the core of the three panel discussion sessions of the seminar-workshop.

The wind beneath the wings of the butterfly are climate smart agriculture technologies, supported by viable markets and production and post-production support systems. All the foregoing elements are strategically linked by sustained communication and engagement in which the media plays a vital role.



³ Next users are boundary partners (e.g., policy makers, government officials and intermediaries) that bring about an enabling environment for the sustained utilization of climate change innovations by end users (farmers and farm communities).

During the closing session, certificates of participation were awarded to journalists with closing remarks delivered by Leo Sebastian and PAJ VP Matilde Maunahan. Immediately after this, the participants organized and elected officers of the PAJ Bicol Chapter. This move was inspired by the experience of PAJ Southern Tagalog as shared by Johnny Goloyugo, Chapter President.

The officers are: Juan Escandor (President), Mar Arguelles (Vice President), Marlon Loterte (Secretary), Rhaydz Barcia (Treasurer), Ping Peralta (Auditor), Ana Liza Macatangay (PRO for Print), Jose Caretero (PRO for TV), and Grace Inocentes (PRO for Radio). The Board of Directors are: Emily Bordado, Salvador Cruzana, Nonie Enova, Frank Peñones and Nancy Mediavillo. The PAJ handed over Php 10,000 as seed fund for the newly formed group.



Moving forward

With five media workshops completed (two in the Philippines and one each in Vietnam, Laos and Cambodia) with three more forthcoming in the Philippines, next steps are underway in further moving the CC communication and engagement process forward among the journalist-participants. Some ideas were initially discussed during the first media seminar-workshop conducted in the Philippines. One of these is the establishment of a virtual platform for continuing dialogue among journalists- participants, CGIAR and national scientists and next users. This will also serve as a repository of background materials, pictures and video clips for stories that can be picked up by the media for further processing.

Along with this, the Philippine Agriculture Journalists, Inc (PAJ) is proposing the establishment of a PAJ News Service, a web-based platform dedicated to share science-based news, features and analysis on issues and developments related to climate change, agriculture and environment. This will be piloted in the Philippines which can be later expanded with CCAFS-SEA media partners in Vietnam, Cambodia and Laos.

In this initiative, contributions from the journalists who have attended the CCAFS-SEA media workshops including, scientists, academicians, community-based writers and policy makers in

the region will exchange information towards the development of compelling stories for publication, broadcast and upload. This will be an open source platform with the only condition that proper credit be given to the authors of the stories and the PAJ News Service as the source of the published content. To be initiated within the year, this project will be proposed for funding by CCAFS-SEA and other socially oriented private sector firms in the Philippines.

In a related move, the PFRB and CCAFS will soon start a pilot rural radio campaign on mobilizing farm communities in practicing climate smart agriculture in the Philippines. The targeted sites are Northern Luzon (Regions 1 and 2), Central Luzon (Region 3), Southern Luzon (Region 4), Bicol Region (Region 5), Eastern Visayas (Region 8), Northern Mindanao (Region 10), SOCCSKSARGEN (Region 12). The campaign will engage the services and programs of 150 rural broadcasters in mobilizing the rural sector (particularly farmers, fisherfolk and rural women) towards the practice of climate smart agriculture. Members of PFRB and their network of community radio practitioners will be provided with ready-to-be-aired interviews and scripts on climate smart agriculture. To jumpstart the project, a series of orientation workshops on CC and climate smart agriculture will be conducted in Luzon, Visayas and Mindanao for PFRB broadcasters.

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Key Abbreviations and Acronyms

ADB	Asian Development Bank
AFMA	Agriculture & Fisheries Modernization Act
AGHAM	Alyansa ng mga Grupong Haligi ng Agham at Teknolohiya para sa Mamamayan
AMIA	Adaptation & Mitigation in Agriculture
ASEAN	Association of Southeast Asian Nations
CC	Climate Change
CCA	Climate Change Adaptation
CCC	Commission on Climate Change
CCAFS	Climate Change, Agriculture and Food Security
CFC	Chlorofluorocarbon
CIAT	Centro Internacional Agricultura Tropical
CIFOR	Center for International Forestry Research
CIP	International Potato Center
CNDR	Corporate Network for Disaster Response
CO ₂	Carbon Dioxide
CRP	CGIAR Research Program
CSA	Climate Smart Agriculture
CSV	Climate Smart Village
DA	Department of Agriculture
DA-RFO	Department of Agriculture Regional Field Office
DRRM	Disaster Risk and Reduction Management
FAO	Food and Agriculture Organization
GHG	Green House Gases
HREPPCC	House of Representatives Committee on Climate Change
ICRAF	World Agroforestry Centre
ICRISAT	International Crops Research Institute for the Semi-Arid Tropics
ICT	Information and Communication Technology
IPCC	Inter-Governmental Panel on Climate Change
IRRI	International Rice Research Institute
IWMI	International Water Management Institute
LGU	Local Government Unit
MPIC	Metro Pacific Investments Corporation
MVP	Manuel V Pangilinan
OCD	Office of Civil Defense
PAGASA	Philippine Atmospheric, Geophysical and Astronomical Services Administration
PAJ	Philippine Agriculture Journalists, Inc.
PFRB	Philippine Federation of Rural Broadcasters
PhilRice	Philippine Rice Research Institute
PIA	Philippine Information Agency
PNEJ	Philippine Network of Environmental Journalists
PRSD	PAGASA Regional Services Division
PSciJourn	Philippine Science Journalists Association, Inc.
PSF	People's Survival Fund
RA	Republic Act
R4D	Research for Development
RDRMC	Regional Disaster Risk Reduction Management Council
RTD	Regional Technical Director
SEA	Southeast Asia
SOCCSKSARGEN	South Cotabato, Cotabato, Sultan Kudarat, Sarangani and General Santos

Media Seminar-Workshop Program

Day 00 – July 30, 2015		
Time	Activity	In Charge
4 – 6 pm	Registration/Check-in of Participants	DA Bicol RFO Staff / PAJ CCAFS-SEA
7 – 10 pm	Dinner /Fellowship of Participants	DA Bicol RFO staff & PAJ
Day 01 - July 31, 2015		
Opening Program		
Emcee: Ms. Emily Bordado, DA Bicol Chief Regional Information Officer Documenters: Cora Abio, Love Gado, Amy Cruz & DA RFO5 Staff		
8 – 10 am	Invocation National Anthem Opening Remarks	Dr. Leo Sebastian CCAFS-SEA Program Leader Mr. Noel O. Reyes PAJ Vice President
	Welcome Remarks	Engr. Abelardo R. Bragas DA Bicol Regional Executive Director Hon. Joey Sarte Salceda Governor, Province of Albay & Chair, Bicol Regional Dev't. Council
	Messages from Sponsors	Atty. Michael T. Toledo SVP, Philex Mining Corp. Public & Regulatory Affairs, & Media Bureau Head, MVP Group of Companies Hon. Segfredo Serrano Undersecretary, Dep't. of Agriculture
	Workshop Overview	Dr. Rex Navarro CCAFS-SEA Consultant & PAJ Director
Panel Discussion 01: Impacts of Climate Change on Agriculture & Food Security*		
Moderator: Dr. Rex Navarro Documenters: Cora Abio, Love Gado & DA RFO5 Staff		
10–11:30 am	Climate Change, Agriculture & Food Security Challenges in Southeast Asia	Dr. Leo Sebastian CCAFS-SEA Program Leader
	Climate Change: An Introduction to Journalists	Dr. Rosa Perez ADB Consultant

	Climate Change Impacts on Philippine Agriculture & Natural Resources	Ms Amy Cruz World Agroforestry Center
	Climate Change Outlook in the Region	Ms. Lilian N. Guillermo OIC, PAGASA Southern Luzon-PRSD
11:30-12 nn	Open Forum	
12nn-1 pm		
LUNCH		
Panel Discussion 02: Regional Issues on Climate Change & Agriculture* Moderator: Ms. Emily Bordado Documenters: Cora Abio, Love Gado, Amy Cruz & DA RFO5 Staff		
1- 2:30 pm	Mainstreaming Climate Change in Philippine Agriculture	Dr. Eliseo Ponce Consultant, DA Climate Change Program
	Overcoming Regional Challenges of Climate Change for Agriculture & Food Security	Dr. Elena B. Delos Santos DA Bicol RTD for Operations & Extension
	Regional Policies and Action on Climate Change Mitigation & Adaptation	Dir. Bernardo Rafaelito R. Alejandro IV Bicol Reg'l. Dir., Office of Civil Defense & Chairperson, Bicol Regional DRRMC
	Philippine Legislative Agenda on Climate Change	Rep. Rodel M. Batocabe Chair, Committee on Climate Change House of Representatives
2:30 - 3 pm		
Open Forum		
Panel Discussion 03: Communicating Climate Change* Moderator: Noel Reyes (Vice-President, PAJ) Documenters: Cora Abio, Love Gado, Amy Cruz & DA RFO5 Staff		
3 – 4:30 pm	Writing for Climate Change, Science and Technology, Agriculture & Environment	Ms. Imelda Abaño President, PNEJ
	Radio Broadcasting for Climate Change, Agriculture & Environment	Mr. Louie Tabing PFRB Chair & DZMM Broadcaster Mr. Angelo Palmones PSciJourn Pres.; MBC-DZRH VP for News & Public Affairs; AGHAM Pres.
4:30 - 5 pm	Open Forum	
5 - 7 pm	Story Ideas Marketplace Moderator: Tony Lambino, IRRI Documenters: Cora Abio, Love Gado, Amy Cruz & DA RFO5 Staff	

7 – 9 pm	<i>Dinner/Cocktails</i>
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Day 02 - August 1, 2015		
Time	Activity	In Charge
7:30am - 12nn	Field Tour	Ms. Emily Bordado/PAJ Officials
12nn –1 pm	Lunch	
Group Workshop: Developing a Climate Change Story for the News Media Moderator: Tony Lambino Documenters: Cora Abio, Love Gado, Amy Cruz & DA RFO5 Staff		
1 – 2:30 pm	Grouping of Participants (5 groups) Drafting of climate change stories based on the presentations, group discussions and field tour	PAJ / CCAFS-SEA Participants
2:30–4:30 pm	Presentation and collective discussion of stories	Participants
Synthesis & Closing Program Moderator: Noel Reyes (Vice-President, PAJ) Documenters: Cora Abio, Love Gado, Amy Cruz & DA RFO Staff		
4:30 – 7 pm	Group Report	Participants
	Synthesis	Dr. Rex Navarro
	Messages of Support	Dr. Leo Sebastian Dr. Elena B. Delos Santos Noel O. Reyes
	Awarding of Certificates of Participation	PAJ / MPIC / DA / CCAFS-SEA
	Closing Remarks	Dr. Matilde Maunahan PAJ Vice President for External Affairs
8 – 10 pm	Dinner / PAJ Business Meeting	PAJ Board with Bicol Tri-Media

List of Participants

Print Journalists

- | | | |
|---------------------------|---|--|
| 1. Edralyn Benedicto | – | Bureau Chief, Philippine Daily Inquirer
Legazpi City |
| 2. Celso T. Amo | – | Correspondent, The Philippine Star, Daraga, Albay |
| 3. Cet Dematera | – | Correspondent, The Philippine Star, Legazpi City |
| 4. Paulino Gonzales | – | Publisher, The Bicol Chronicle, Albay District |
| 5. Fr. Antonio B. Peralta | – | Editor-in-Chief, Diario Veritas (An Bangraw)
SEDCen Bldg. Land Co. Business Park, Legazpi |
| 6. Rhadz B. Barcia | – | Correspondent, Manila Times, Legazpi City, Albay |
| 7. Manny Ugalde | – | Correspondent, Business Mirror |
| 8. Eduardo Carullo | – | Correspondent, Pilipino Star Ngayon, Legazpi City |
| 9. Elmer Bandol | – | Bicol Mail/Bicol Today, Legazpi City |
| 10. Johnny Esconder | – | Correspondent, Philippine Daily Inquirer
& Bicol Mail, Naga City |
| 11. Ruben Babar | – | Publisher, Bicol Reporter, Naga City |
| 12. Danny Aureus | – | Correspondent, Bicol Mail, Naga City |
| 13. Marcos E. Paras | – | Publisher, Sorsogon Today |
| 14. Gil Basmayor | – | Publisher/Editor, Bicol Standard, Naga City |

Broadcast Journalists (TV)

- | | | |
|-----------------------|---|---|
| 15. Aileen Jaymalin | – | News Chief, ABS-CBN, Legazpi City |
| 16. Amy Villafuerte | – | Station Manager, ABS-CBN, Naga City |
| 17. Cristina B. Ojeda | – | PBN TV5/DZOK, Naga City |
| 18. Henry Maceda | – | Station Manager, PBN TV 6, Legazpi City |

Broadcast Journalists (Radio)

- | | | |
|-----------------------------|---|--|
| 19. Rose Olarte-Orbita | – | Correspondent DZMM, Legazpi City |
| 20. Nancy I. Mediavillo | – | DWJS-AM, Radyo ng Bayan, Legazpi City |
| 21. Elmer Abad | – | RMN-DWNX, Ramaida Bldg., Naga City |
| 22. Al Ubaña | – | Station Manager, RMN-DWNX, Naga City |
| 23. Edwin Lara | – | Officer-in-charge, BBS DWLV, Naga City |
| 24. Desiree Competente | – | Stn. Mgr, Radyo ng Bayan (DWRB), Naga |
| 25. Hermogenes Alegre, Jr. | – | Station Manager, DWZR–AM, Legazpi City |
| 26. Glenn Barcelon | – | Station Manager, DZGB–AM, Legazpi City |
| 27. Crispin Roderick Tormes | – | Stn. Mgr., DZLG–AM, Bombo Radyo, Legazpi City |
| 28. Tito Ordinario | – | Stn. Mgr., DWCM-FM/Love Radio, Legazpi City |
| 29. Alvin Bardon | – | Phil. Foundation Rural Broadcaster Inc. (Tambuli)
LGU-Labo, Camarines Norte |
| 30. Ricky Vito | – | Station Manager, PBS, Daet, Camarines Norte |
| 31. Willy Nelmida | – | DA Farmcaster, DYME Masbate |
| 32. Ruel Saldico | – | DZRH Correspondent, Naga City |
| 33. Tita Oringo | – | Stn. Mgr., Mla. Broadcasting Center, Legazpi City |
| 34. Grace Inocentes | – | Repoter, DWNX, Naga City |
| 35. Fred Perdon | – | Station Manager, GNN / Turtle Cable, Naga City |
| 36. Salvador Cruzana, Jr. | – | PFRB Bicol / Central Bicol State Univ of Agriculture |
| 37. Edwin Lara | – | PFRB Bicol / Bicol Broadcasting System |

Gov't. Information Officers/ Academe

38. Aida Naz	–	OIC, Regional Director, PIA, Legazpi City
39. Marlon Loterte	–	Chief, Regional News Desk, PIA, Legazpi City
40. Anna-Liza Macatangay	–	Provincial Director, PIA, Camarines Sur
41. Floreño A. Salmirano	–	Bureau Chief, Phil. News Agency, Legazpi City
42. Benilda Recebido	–	Head, PIA, Sorsogon City
43. Cirlo Nuyles	–	DA-Agricultural Training Institute
44. Ed Yu	–	PIO, NIA RFO5; Editor, Bikol Reporter, Naga City
45. Nonie P. Enolva	–	Chief PIO, BFAR RFO5, Camarines Sur
46. Marcos E. Paras	–	Publisher, Sorsogon Today, Sorsogon City
47. Andrea Betina Belle	–	Devcom Student, Ateneo de Naga University
48. Frannie Belarmino	–	Info. Officer/Instructor, Central Bicol State University of Agriculture, Pili, Camarines Sur
49. Ma. Celina Meneses	–	PIO, Bicol University
50. Pilita O. Lucena	–	PIO, Department of Science and Technology
51. Emily Bordado	–	Chief Information Officer, DA RFO V
52. Lovella Guarin	–	Information Officer II, DA-RFO V
53. Jayson Gonzales	–	Information Officer II, DA-RFO V

Resource Persons & Guests

54. U/Sec Segfredo Serrano-	DA UnderSecretary (<i>on behalf of Sec. Alcala</i>)
55. Atty. Mike Toledo -	SVP, Philex Mining Corp. (<i>on behalf of MVP</i>)
	& Media Bureau Chief, MVP Group of Companies
56. Rep. Rodel M Batocabe -	Chair, HOR Committee on Climate Change
57. Dir. Abelardo Bragas -	DA RFO5 Regl Exec. Director
58. Dr. Leo S. Sebastian -	CCAFS-SEA Program Leader
59. Ms. Amy Cruz -	World Agroforestry Center
60. Dr. Rosa Perez -	Consultant, Asian Devt. Bank
61. Ms. Lilian Guillermo -	OIC, PAGASA Southern Luzon PRSD
62. Dr. Eliseo Ponce -	Consultant, DA Climate Change Program
63. Dr. Elena Delos Santos -	RTD for Operations & Extension, DA RFO5
64. Mr. Bernardo Alejandro IV –	OCD 5 Regl Dir / Chair, RDRRMC
65. Mr. Louie Tabing -	PFRB Chair & DZMM Program host
66. Mr. Angelo Palmones -	PSciJourn Pres. / DZRH VP for News
67. Ms Imelda Abaño -	President, Phil Network of Environmental Journalists, Inc. (PNEJ)
68. Mr. Tony Lambino -	IRRI Head of Communication

PAJ Officers & Directors

69. Noel O. Reyes	-	VP for Internal Affairs / Ploughshares, Inc.
70. Deng Maunahan	-	VP for External Affairs / UP-PHTRC
71. Ruby Lumongsod	-	Secretary / Quedancor
72. Love Gado	-	Ass't. Secretary / PhilRice
73. Inez Magbual	-	Treasurer / Best Media Source Corp.
74. Thelma Tolentino	-	Auditor / PCA
75. Rolly 'Lakay' Gonzalo	-	PRO for Broadcast / UNTV & DWIZ
76. Rex Navarro	-	Director / CCAFS-SEA Consultant
77. Cora Abio	-	Director / NFA
78. Johnny Goloyugo	-	President, PAJ Calabarzon